

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Media Placement Technologies/ POL**  
**500 N Washington St Suite 303**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 700198 /		<u>Alt Order #</u> 06234594
<u>Product</u> LAGER FOR LT GOV		
<u>Contract Dates</u> 07/24/12 - 08/06/12	<u>Estimate #</u>	
<u>Advertiser</u> Lager,B/ R / LT. Governor		<u>Original Date / Revision</u> 07/17/12 / 08/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 473.40
<u>IDB#</u>	<u>Advertiser Code</u> S053	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	07/24/12	07/29/12	5-6a	5-6A		:30				NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	- TWTF - -				4	\$375.00	2.80			
N 2	KSDK	07/30/12	07/30/12	5-6a	5-6A		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	M- - - - -				1	\$375.00	2.80			
N 3	KSDK	07/24/12	07/29/12	6-7a	6-7A		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	- TWTF - -				4	\$600.00	5.60			
N 4	KSDK	07/30/12	07/30/12	6-7a	6-7A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	M- - - - -				1	\$600.00	5.60			
N 5	KSDK	07/24/12	07/29/12	NBC Today 7-9A	7-9A		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	- TWTF - -				4	\$600.00	5.90			
N 6	KSDK	07/30/12	07/30/12	NBC Today 7-9A	7-9A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	M- - - - -				1	\$600.00	5.90			
N 7	KSDK	07/24/12	07/29/12	NBC Today Show II 9-10A	9-10A		:30				NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	- TWTF - -				8	\$250.00	3.30			
N 8	KSDK	07/24/12	07/29/12	News at 10am	10-11A		:30				NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	- TWTF - -				8	\$125.00	2.70			
N 9	KSDK	07/24/12	07/29/12	Today Show III	11A-12P		:30				NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	- TWTF - -				8	\$200.00	2.50			
N 10	KSDK	07/24/12	07/29/12	Noon News	12-1230p		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	- TWTF - -				4	\$300.00	4.90			
N 11	KSDK	07/24/12	07/29/12	Show Me St. Louis	1230-1p		:30				NM	3	\$525.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

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Contract / Revision	Alt Order #
700198 /	06234594

Contract Dates	Product	Estimate #
07/24/12 - 08/06/12	LAGER FOR LT GOV	

Advertiser	Original Date / Revision
Lager,B/ R / LT. Governor	07/17/12 / 08/06/12

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Week:		07/23/12	07/29/12	-TWT---				3	\$175.00	4.60																																																																									
N 12	KSDK	07/24/12	07/29/12	News 5 at Four	4-430P		:30				NM	4	\$1,800.00																																																																						
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N 13	KSDK	07/24/12	07/29/12	Jeopardy	430-5p		:30				NM	4	\$2,000.00																																																																						
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Week:		07/23/12	07/29/12	-TWTF--				4	\$500.00	6.10																																																																									
N 14	KSDK	07/24/12	07/29/12	News Channel 5 at 5P	5-530P		:30				NM	4	\$4,800.00																																																																						
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Week:		07/23/12	07/29/12	-TWTF--				4	\$1,200.00	9.80																																																																									
N 15	KSDK	07/24/12	07/29/12	News Channel 5 at 5P	528-530p		:30				NM	3	\$4,950.00																																																																						
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N 16	KSDK	07/30/12	07/30/12	News Channel 5 at 5P	528-530p		:30				NM	1	\$1,100.00																																																																						
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Week:		07/30/12	08/05/12	M-----				1	\$1,100.00	10.50																																																																									
N 17	KSDK	07/24/12	07/29/12	News Channel 5 at 6P	6-630P		:30				NM	4	\$3,400.00																																																																						
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>07/23/12</td><td>07/29/12</td><td>-TWTF--</td><td></td><td></td><td></td><td>4</td><td>\$850.00</td><td>11.20</td><td colspan="3"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		07/23/12	07/29/12	-TWTF--				4	\$850.00	11.20																																													
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N 18	KSDK	07/30/12	07/30/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$850.00																																																																						
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Week:		07/30/12	08/05/12	M-----				1	\$850.00	11.20																																																																									
N 19	KSDK	07/24/12	07/29/12	630-7P Wheel of Fortune	630-7P		:30				NM	4	\$4,000.00																																																																						
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	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																																																																								
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N 20	KSDK	07/24/12	07/29/12	LN (M-F)	10-1035p		:30				NM	3	\$4,950.00																																																																						
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N 21	KSDK	07/24/12	07/29/12	LN (Su)	10-1035p		:30				NM	1	\$1,800.00																																																																						
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																																									
Week:		07/23/12	07/29/12	-----S				1	\$1,800.00	12.20																																																																									
<table><tr><td></td><td><u>Spot</u></td><td><u>Ch</u></td><td><u>Date Range</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Weekdays</u></td><td><u>Length</u></td><td></td><td><u>Rate</u></td><td><u>Rtg</u></td><td><u>Type</u></td><td colspan="2"></td></tr><tr><td></td><td>1</td><td>KSDK</td><td>07/23/12-07/29/12</td><td>LN (Su)</td><td>10-1035p</td><td>-----Su</td><td>:30</td><td></td><td><del>\$1,800.00</del></td><td>12.20</td><td>NM</td><td colspan="2"></td></tr><tr><td></td><td colspan="13">See MG 21.2</td></tr><tr><td></td><td>2</td><td>KSDK</td><td>07/29/12-07/29/12</td><td>Olympics Late News</td><td>Various</td><td>-----Su</td><td>:30</td><td></td><td>\$1,800.00</td><td>12.20</td><td>NM</td><td colspan="2"></td></tr><tr><td></td><td colspan="13">Ⓜ MG for 21.1 07/29</td></tr></table>															<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				1	KSDK	07/23/12-07/29/12	LN (Su)	10-1035p	-----Su	:30		<del>\$1,800.00</del>	12.20	NM				See MG 21.2														2	KSDK	07/29/12-07/29/12	Olympics Late News	Various	-----Su	:30		\$1,800.00	12.20	NM				Ⓜ MG for 21.1 07/29												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																																																																								
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	Ⓜ MG for 21.1 07/29																																																																																		
N 22	KSDK	07/24/12	07/29/12	Tonight Show	1035-1137p		:30				NM	3	\$1,230.00																																																																						
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>07/23/12</td><td>07/29/12</td><td>-TWT---</td><td></td><td></td><td></td><td>3</td><td>\$410.00</td><td>4.80</td><td colspan="3"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		07/23/12	07/29/12	-TWT---				3	\$410.00	4.80																																													
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Week:		07/23/12	07/29/12	-TWT---				3	\$410.00	4.80																																																																									
N 23	KSDK	07/24/12	07/29/12	Olympics Weekend DT	Olympics Weekend		:30				NM	1	\$1,950.00																																																																						
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>07/23/12</td><td>07/29/12</td><td>-----S</td><td></td><td></td><td></td><td>1</td><td>\$1,950.00</td><td>15.20</td><td colspan="3"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		07/23/12	07/29/12	-----S				1	\$1,950.00	15.20																																													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																																									
Week:		07/23/12	07/29/12	-----S				1	\$1,950.00	15.20																																																																									
N 24	KSDK	07/30/12	07/30/12	Olympics Weekday DT	Olympics Weekday		:30				NM	1	\$750.00																																																																						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

Contract / Revision	Alt Order #
700198 /	06234594

Contract Dates	Product	Estimate #
07/24/12 - 08/06/12	LAGER FOR LT GOV	

Advertiser	Original Date / Revision
Lager,B/ R / LT. Governor	07/17/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----				1	\$750.00	6.20			
N 25	KSDK	07/24/12	07/27/12	Last Call w/Carson Daly	1235a-105a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWTF--				1	\$50.00	0.00			
N 26	KSDK	08/04/12	08/04/12	Sat 6-7A	6-7A		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$200.00	0.00			
N 27	KSDK	08/06/12	08/06/12	News 5 at Four	4-430P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$675.00	0.00			
Totals										473.40		83	\$48,705.00

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 - 07/29/12	75	\$43,555.00	\$37,021.75
07/30/12 - 08/06/12	8	\$5,150.00	\$4,377.50
<b>Totals</b>	83	\$48,705.00	\$41,399.25

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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